What is claimed is:

Sub a7

1. A polymeric fluorescent substance exhibiting visible fluorescence in solid state, having a polystyrene reduced number-average molecular weight of 1×10^3 to 1×10^8, and containing one or more repeating units of the following formula (1), the amount of the repeating units of formula (1) being from more than 9 mol% to 100 mol% based on the total amount of all repeating units,

$$-Ar_1-(CR_1=CR_2)_m- \quad \cdots\cdots (1)$$

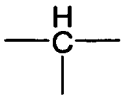
in the formula, Ar_1 represents an arylene group having 6 to 60 carbon atoms participating in the conjugation or a divalent heterocyclic compound group having 2 to 60 carbon atoms participating in the conjugation, each independently carrying at least one substituent represented by the below formula (2); and when plurality of substituents are present on Ar_1, they may be the same or different; m represents 0 or 1; R_1 and R_2 are independently selected from the group consisting of a hydrogen atom, a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, an aryl group having 6 to 60 carbon atoms, a heterocyclic compound groups having 2 to 60 carbon atoms and cyano group;

$$-X-Ar_2 \cdots\cdots (2)$$

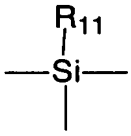
in the formula, X represents -O-, -S-, $-SiR_3R_4-$, $-NR_5-$, -CO-, -COO-, or $-SO_2-$; and R_3, R_4 and R_5 are independently selected from the group consisting of a hydrogen atom, a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms,

an aryl group having 6 to 60 carbon atoms, a heterocyclic compound groups having 2 to 60 carbon atoms and a cyano group; Ar_2 represents a heterocyclic compound group having 2 to 60 carbon atoms participating in the conjugation or an aryl group having 6 to 60 carbon atoms participating in the conjugation and having at least one substituent thereon; the substituents on the aryl group include linear, branched or cyclic alkyl group having 5 to 20 carbon atoms, alkoxy group carrying a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, alkylthio group carrying a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, mono-, di- or tri-alkylsilyl group having 1 to 60 carbon atoms, mono- or di-alkylamino group having 1 to 40 carbon atoms, aryl group having 6 to 60 carbon atoms and having at least one substituent thereon, aryloxy group having 6 to 60 carbon atoms, arylalkyl group having 7 to 60 carbon atoms, arylalkoxy group having 7 to 60 carbon atoms, arylalkenyl group having 8 to 60 carbon atoms, arylalkynyl group having 8 to 60 carbon atoms, mono-arylamino group having 6 to 60 carbon atoms, diarylamino group having 16 to 60 carbon atoms, and heterocyclic compound group having 2 to 60 carbon atoms; the portion represented by $-CH_3$ in the substituents on the above Ar_2 may be replaced with $-SiR_6R_7R_8$, the portion represented by $-CH_2-$ may be replaced with -O-, -S-, or $-SiR_9R_{10}-$,

the portion represented by



may be replaced with



the above R_6, R_7, R_8, R_9, R_{10}, and R_{11} each independently represent a group selected from a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, an arylene group having 6 to 20 carbon atoms, a heterocyclic compound group having 2 to 20 carbon atoms, and a cyano group; one or more hydrogen atoms of the substituent on the above Ar_2 may be substituted with a fluorine atom; when a plurality of the substituents are present on Ar_2, they may be the same or different.

2. The polymeric fluorescent substance according to claim 1, wherein X in the formula (2) is a group represented by -O-, -S-, or $-SiR_3R_4-$.

3. A polymer light emitting device, comprising a pair of electrodes composed of an anode and a cathode at least one of which is transparent or semitransparent, and at least one light emitting layer placed between the electrodes, wherein the polymeric fluorescent substance of Claim 1 or 2 is contained in said light emitting layer.

4. A flat light source obtained by using the polymer light emitting device of Claim 3.

5. A segment display obtained by using the polymer light

emitting device of Claim 3.

6. A dot matrix display obtained by using the polymer light emitting device of Claim 3.

7. A liquid crystal display obtained by using the polymer light emitting device of Claim 3 as a back-light.